



Retention Advertising



Campaign Update



Agenda

- Introduction
- Current Plan
 - Strategic Level
 - Tactical Level
- Future Plan
 - Strategic Level -- Life Cycle Management
 - Tactical Level
- Feedback for Small Group Training
- Questions



Who Are We?

- United States Army Accessions Command, Strategic Outreach Directorate, Advertising Division
- Leo Burnett, U.S.A
- We fit in as the national retention advertising POCs.
 - We support G1-Retention in achieving their mission.



What are we doing?

Strategic Level

- Research, development, implementation and execution of National retention advertising efforts
- Looking at advertising from a macro level and working to use tactics that support local commander and Career Counselor



What are we doing?

Discovery Research/Focus Groups

- Pre-OIF research indicated that we needed to reach two very distinct audiences: Initial-term Soldiers and Mid-Careerists
 - Initial-term Soldiers were driven to reenlist by tangible benefits, such as schooling and pay.
 - Mid-Careerists were motivated by less tangible things, such as taking care of their families and Soldiers.



What are we doing?

Tactical Level

- Two primary products designed to get Initial-term AND Mid-Career Soldiers thinking about reenlistment.
- Get Soldiers to talk with their families and their Career Counselors.
- Use real Soldier stories and be representative of the people that make up the Army.



What are we doing?

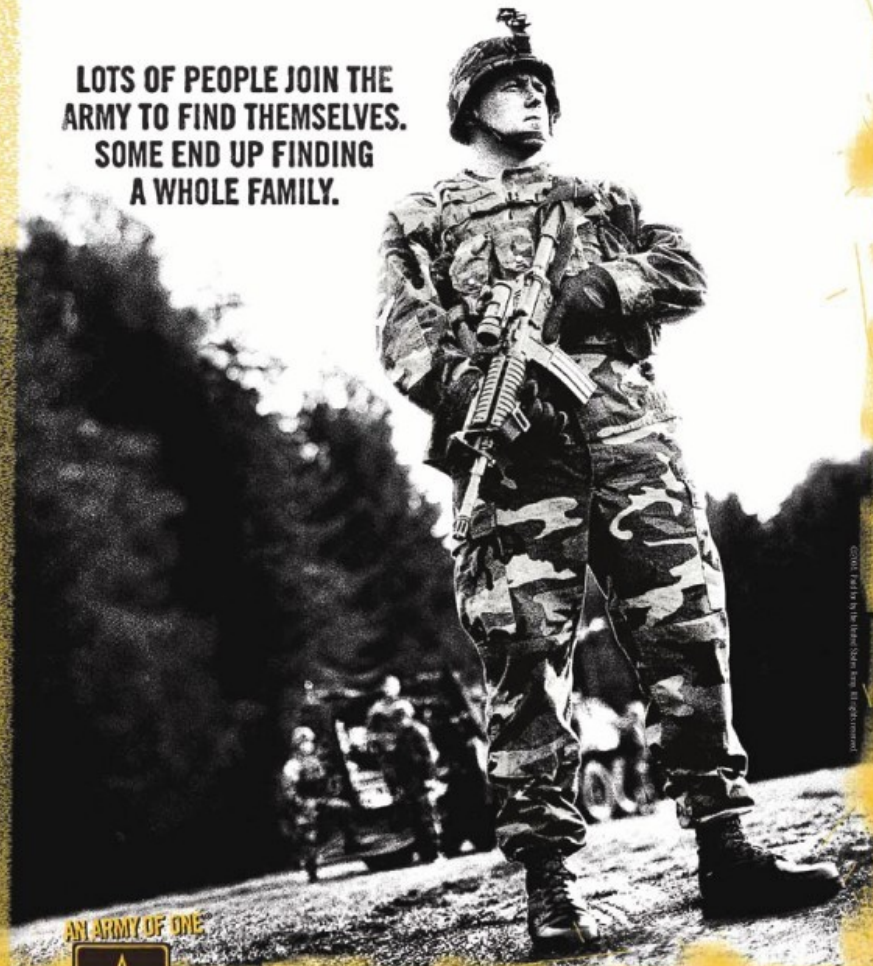
Print Ads

- Produced Four new ads in 2004
- Two feature Initial-term Soldiers and two feature Mid-Careerists
- All ads placed by USAAC/Leo Burnett in Army Times, Stars & Stripes, Army magazine and Post newspapers



U.S. ARMY

LOTS OF PEOPLE JOIN THE
ARMY TO FIND THEMSELVES.
SOME END UP FINDING
A WHOLE FAMILY.



AN ARMY OF ONE



U.S. ARMY

There are thousands of good reasons to reenlist. SPC Christopher Webb did it for the camaraderie. Having grown up as a foster child, he never was a part of anything that lasted. But the family he's found in the Army changed that. He's got true brothers now. And if any of them have to be out there in the field, the only place he wants to be is right there with them.

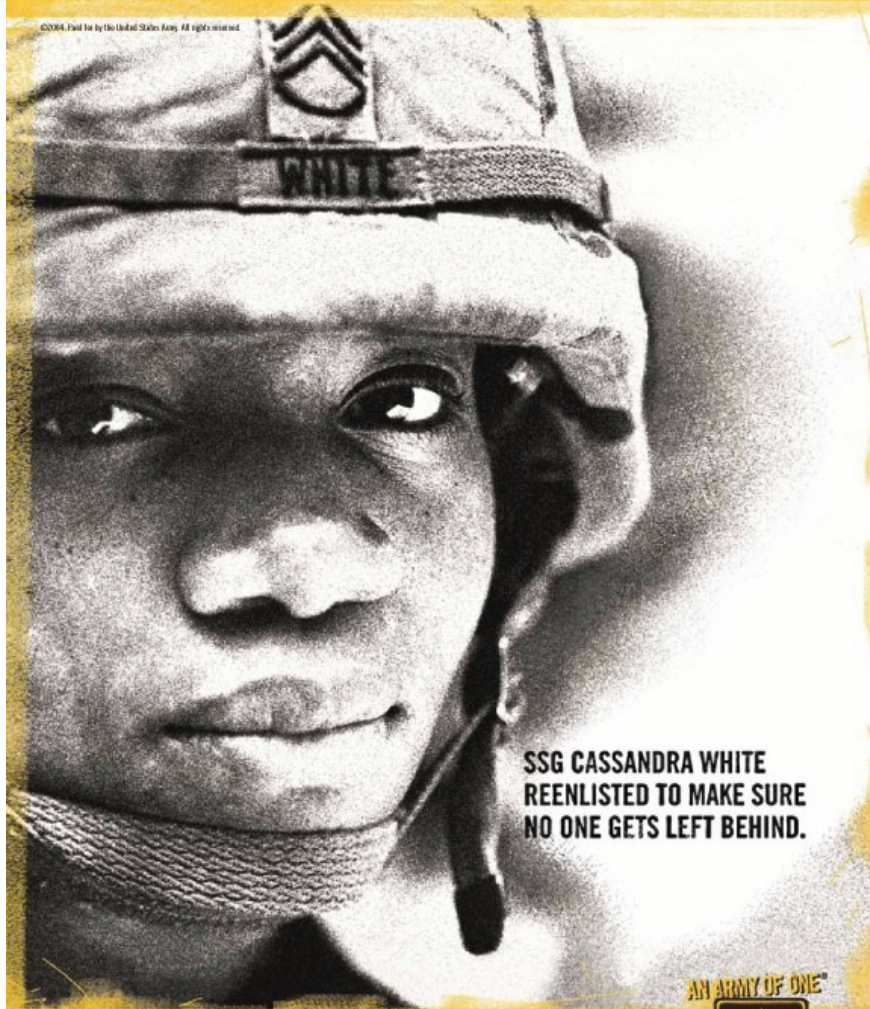
TALK WITH YOUR CAREER COUNSELOR TODAY ABOUT HOW TO ACHIEVE YOUR GOALS

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**SSG CASSANDRA WHITE
REENLISTED TO MAKE SURE
NO ONE GETS LEFT BEHIND.**

AN ARMY OF ONE[®]

After playing a part in Operation Provide Comfort, SSG White will never forget what it means to truly make a difference. Now, changing lives for the better has become her personal mission. As a Drill Sergeant, she'll get to continue that charge by instilling her confidence, character and wisdom into Basic trainees. She knows that when all is said and done, they, too, will look into her eyes and say "thank you."



TALK WITH YOUR CAREER COUNSELOR TODAY ABOUT HOW TO ACHIEVE YOUR GOALS



What are we doing?

Posters

- Produced two posters in 2004
- One mid-careerist, one initial term
- Designed to replace older products with more relevant messages and enforce print ad messaging



Where are we going?

Strategic Level

- Bringing a lifetime, or Life Cycle Management, approach to Soldiers.
- LCM provides Soldiers with an even-handed look at their AC and RC career options, including Reenlistment, Army Reserve (TPU), Special Forces, Chaplain, Warrant Officer, Army National Guard & AGR.
- Turning Soldiers, no matter how long their service, into our best spokespeople by supporting you and helping to make their time in the Army worth talking to others about.



What are we doing?

Under the Reserve Prior Service umbrella, several Life Cycle Management tactics have potential to assist Reenlistment:

- Inserts in Army Times
- Online landing page
- Direct Mail
- Recruiter Presentation Items designed for RCCCs
 - LCM RPI



Where are we going?

Tactical Level

- AFN commercial
 - Concept will encourage Soldiers to stay with the Army; contact their Career Counselors.
 - Using AFN to put out a message that doesn't say "get out..." and improving the limited OCONUS contact.
- Looking at using AKO to send "reminders" at critical times (AR 601-280.)



Feedback

Are we targeting the right Soldiers?

Are we targeting them the right way?

How can we better support you/commanders?

What is the environment you are facing in light of increased bonuses?

Will sending AKO messages at other times be helpful?

Is there anything we should stop doing?



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Questions



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